

Ministry of Agriculture Public Trust Survey

Insightrix Research, Omnibus Survey, 2026

Executive Summary

The Ministry of Agriculture has participated in public opinion polling since 2013 to better understand Saskatchewan residents' perceptions of the agriculture and agri-food industry, assess the impact of public trust initiatives, and establish benchmarks to inform future efforts.

The 2026 Public Trust Survey was conducted by Insightrix Research in May 2026. A total of 814 Saskatchewan residents responded to 11 questions designed to measure perceptions of agriculture in the province (Appendix A).

The survey results indicate that Saskatchewan residents continue to hold a positive view of the agriculture sector. Eighty-nine per cent of respondents reported having a positive perception of Saskatchewan agriculture, exceeding the ministry's target of 85 per cent by four per cent. Since the survey began in 2013, positive public perception of agriculture has remained consistently high, averaging 88 per cent over the past 14 years.

The survey included two new questions: one about Saskatchewan residents' confidence in finding credible information about agriculture and food. The survey shows that only 52 per cent agree they know where to find credible information about agriculture and food. To follow up, the survey asked an open-ended question to find out where Saskatchewan residents go to find information about agriculture and food. The responses show that people use a wide but fragmented mix of sources with no single dominant or consistently used channel. Close to one-third of the residents search general internet sources and websites for credible information, which are also sources of misinformation.

The second new question was on whether Saskatchewan has effective systems in place to address risk of animal disease. Seventy percent of residents believe that Saskatchewan has effective systems in place to address risk of animal disease which is encouraging. However, 21 per cent of the residents think that they are not sure about the effectiveness of these systems. Although the province has a robust regulatory system in place, these respondents may have no personal experience associated with animal disease or have not heard about systems that deal with animal diseases. This suggests that there is an opportunity for industry to improve communications with public that the province has a regulatory system in place.

However, for the last several years government agriculture regulations and transparency in industry's agriculture practices have seen declining scores. Fifty-eight per cent of residents believe the agriculture industry is open and transparent about their practices. The results suggest an opportunity for industry to proactively highlight practices through existing channels, rather than relying on the public to seek out this information independently.

Demographic analyses show that regional differences are evident, with southern Saskatchewan residents showing stronger confidence in many agricultural practices.

Like last year, driver analysis showed that positive public perception of agriculture is strongly associated with the belief that Saskatchewan farmers and ranchers are good stewards of the land and sustain the environment for future generations.

When compared to national polling conducted by the Canadian Centre for Food Integrity, Saskatchewan residents continued to show more acceptance/agreement on several agricultural practices such as overall perception of the industry, environmental stewardship and support for use of crop protection products (Appendix B).

The Public Trust Survey results provide an evidence-based resource to support policy development, communications and stakeholder engagement. By monitoring public perceptions over time, the ministry can identify emerging issues, evaluate the effectiveness of public trust initiatives and gain a deeper understanding of the factors that influence confidence in Saskatchewan agriculture. These insights help inform strategic decisions that strengthen a sustainable, resilient and trusted agriculture sector, while ensuring priorities remain aligned with the interests, expectations and concerns of Saskatchewan residents.

Results

1. I have a positive perception of Saskatchewan agriculture.

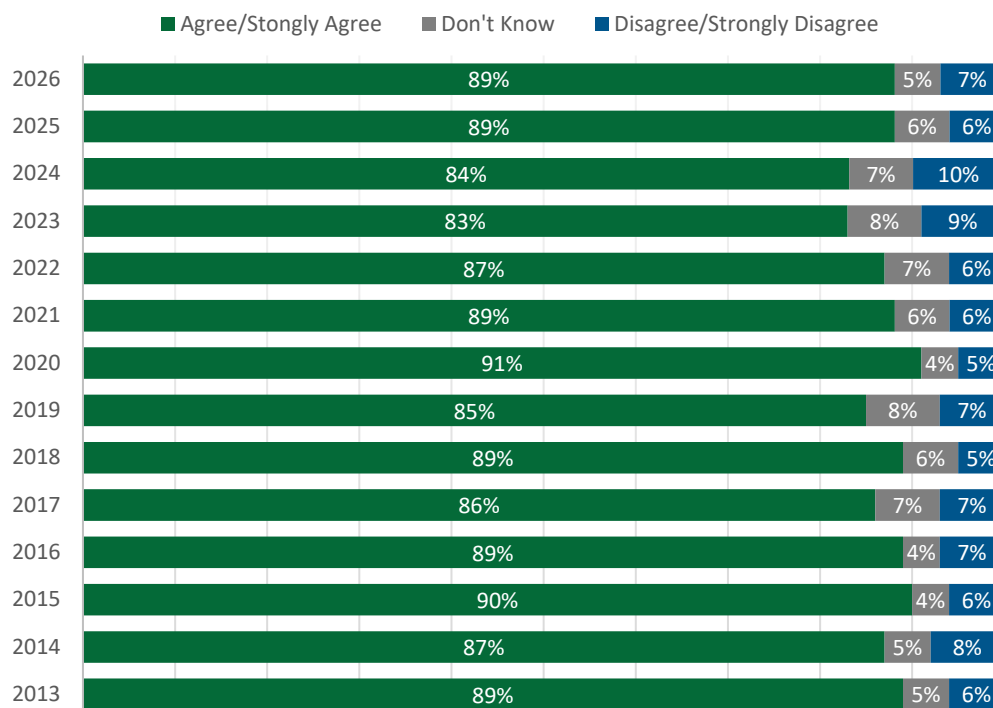
2026 Results¹

Agree/Strongly Agree	89%
Don't Know	5% [-1] ²
Disagree/Strongly Disagree	7% [+1]

Notable

- Residents with non-Indigenous ancestry and households that earn over \$150,000 annual income are more likely to agree.
- Residents those live in the north region, those with Indigenous ancestry, people with household income between \$30,000 - \$60,000, and individuals with high school or less education are more likely to be unsure.

Yearly Comparison



¹ The numbers do not add up to 100 due to rounding.

² Number in brackets is the change in percentage from 2025 survey results.

2. Saskatchewan farmers and ranchers are good stewards of the land, sustaining the environment for future generations.

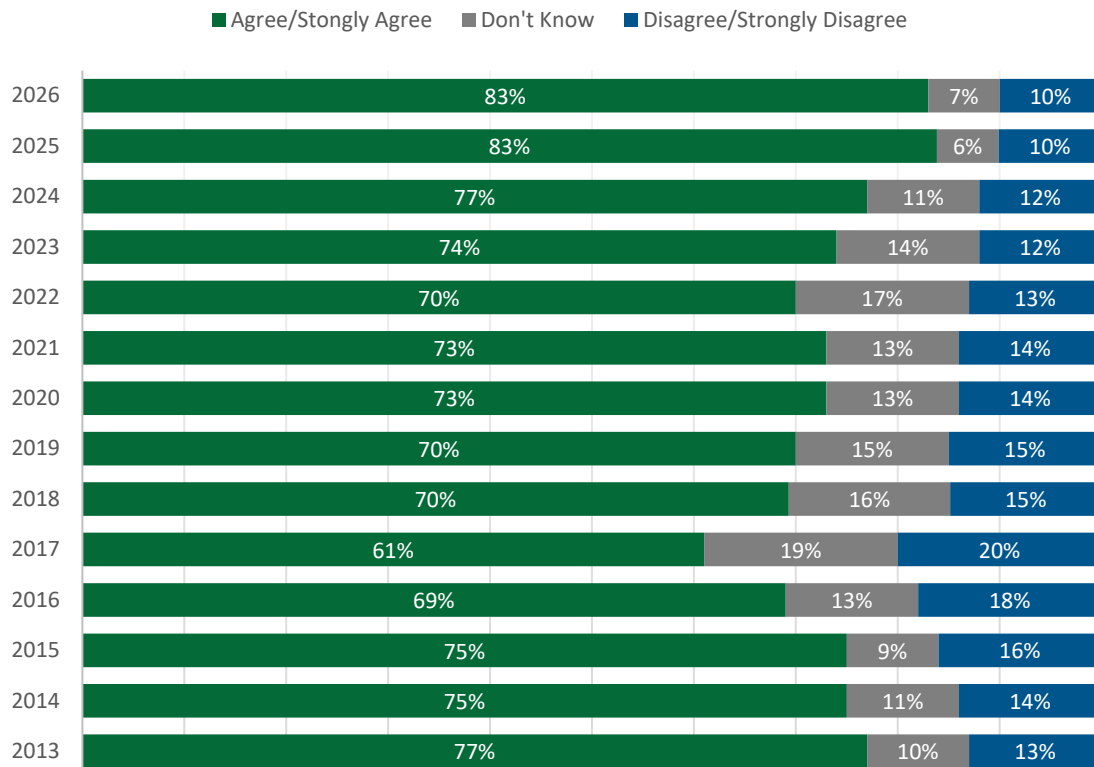
2026 Results

Agree/Strongly Agree	83%
Don't Know	7% [+1]
Disagree/Strongly Disagree	10%

Notable

- Respondents over 55 years of age and of non-Indigenous ancestry were more likely to agree.
- The 35-54 age group, those with an Indigenous ancestry, and those who have high school education or less, were more likely to be unsure.
- Individuals in the 18-34 age category and those who completed a technical school, college or university program, are more likely to disagree.

Yearly Comparison



3. Government's agriculture regulations protect the interests of the public.

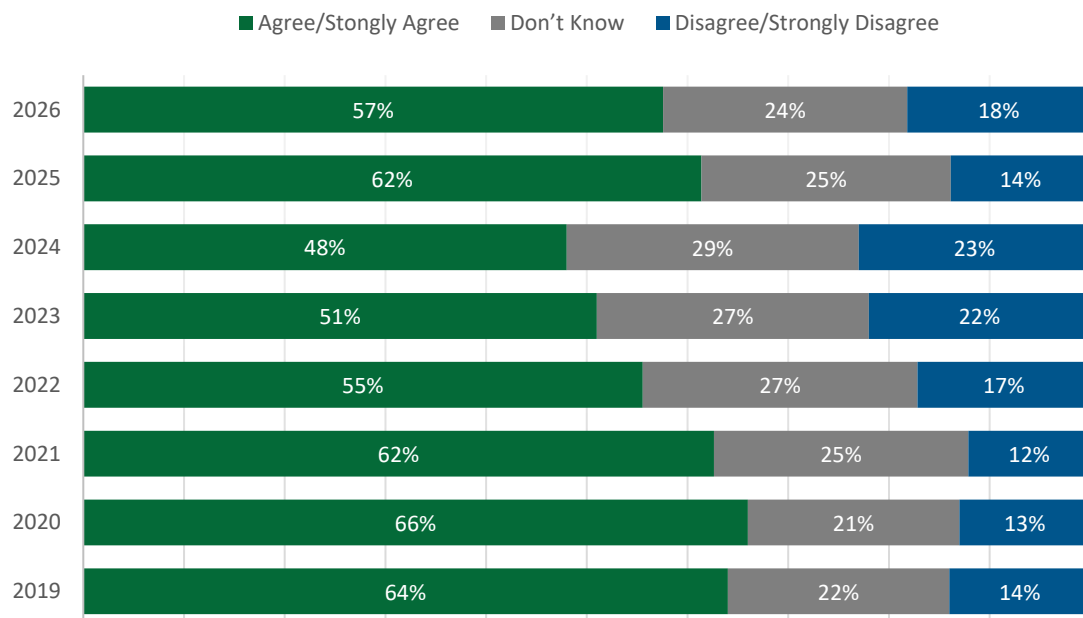
2026 Results¹

Agree/Strongly Agree	57% [-3]
Don't Know	24% [-1]
Disagree/Strongly Disagree	18% [+4]

Notable

- Male respondents and individuals with a non-Indigenous ancestry were more likely to agree.
- Female respondents, residents living in the north, and individuals who completed high school or less were more likely to be unsure.
- Residents who completed post-secondary education were more likely to disagree.

Yearly Comparison



¹ The numbers do not add up to 100 due to rounding.

4. The agriculture industry is open and transparent about their practices.

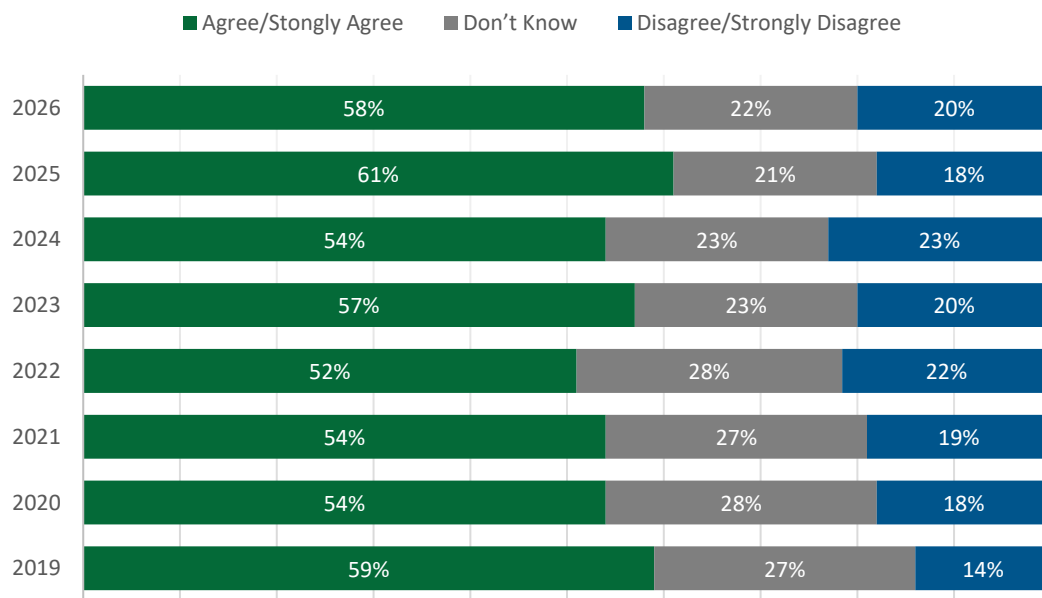
2026 Results

Agree/Strongly Agree	58% [-3]
Don't Know	22% [+1]
Disagree/Strongly Disagree	20% [+2]

Notable

- Respondents from the south region and of non-Indigenous ancestry were more likely to agree.
- Female respondents were more likely to be unsure.
- The 18-34 age group, individuals with Indigenous ancestry, and residents who completed post-secondary education were more likely to disagree.

Yearly Comparison



5. I know where to find credible information about agriculture and food.

2026 Results

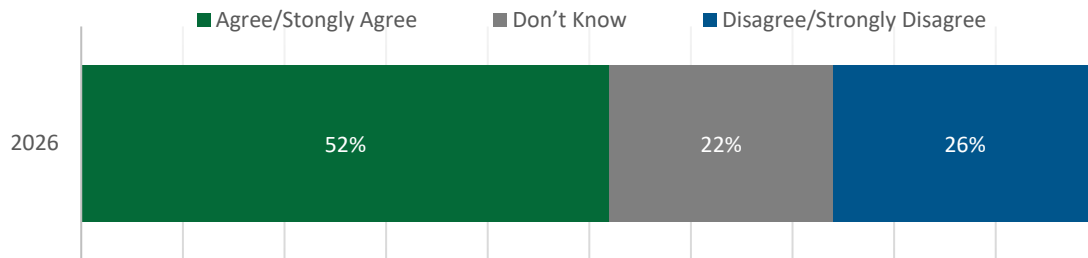
Agree/Strongly Agree	52%
Don't Know	22%
Disagree/Strongly Disagree	26%

Notable

- Respondents from the south region and who had non-Indigenous ancestry were more likely to agree.
- The 18-34 age group and those from Saskatoon were more likely to disagree.
- The 55+ age group and residents with Indigenous ancestry were more likely to be unsure.

Yearly Comparison

New question for 2026.



6. I believe Saskatchewan has effective systems in place to address the risk of animal disease.

2026 Results

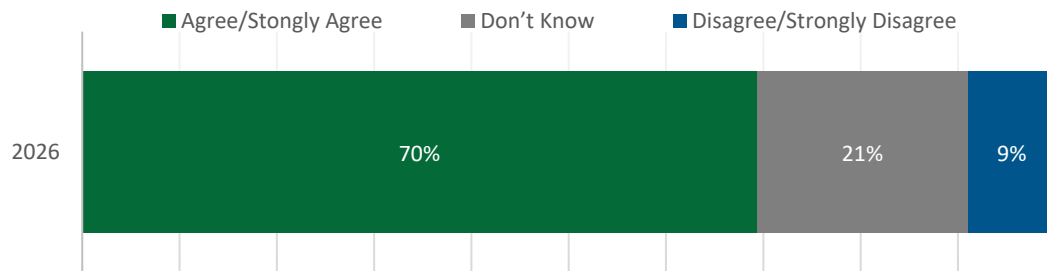
Agree/Strongly Agree	70%
Don't Know	21%
Disagree/Strongly Disagree	9%

Notable

- Respondents with non-Indigenous ancestry were more likely to agree.
- Respondents from Saskatoon and respondents with less than \$30,000 household income were more likely to be unsure.

Yearly Comparison

New question for 2026.



7. Livestock in Saskatchewan are raised in a way that supports the health of the land and animals.

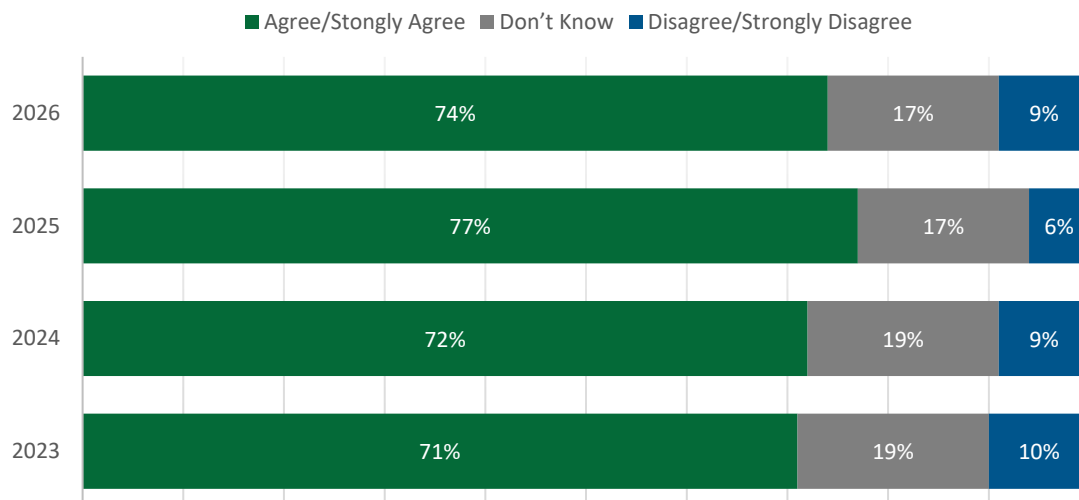
2026 Results

Agree/Strongly Agree	74% [-3]
Don't Know	17%
Disagree/Strongly Disagree	9% [+3]

Notable

- Residents of the south and north regions and individuals with non-Indigenous ancestry were more likely to agree.
- Residents from Saskatoon were likely to be unsure.

Yearly Comparison



8. Irrigation expansion brings benefits to the province of Saskatchewan.

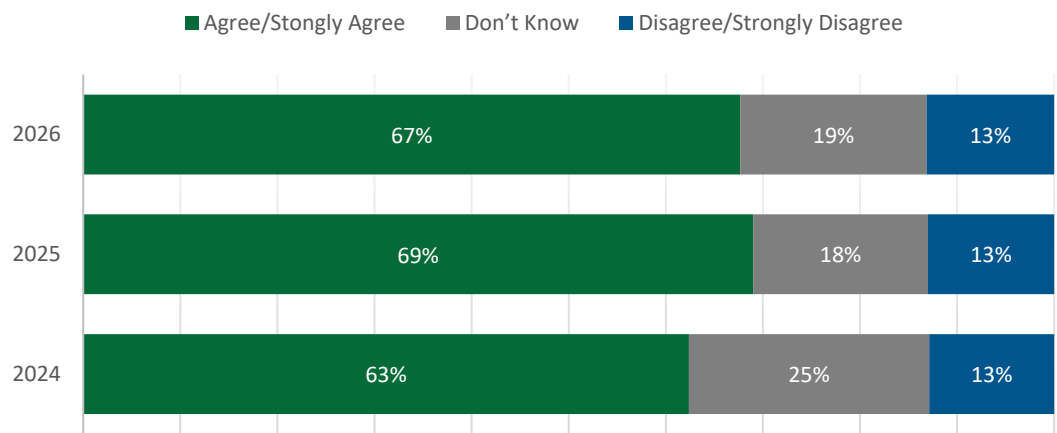
2026 Results¹

Agree/Strongly Agree	67% [-2]
Don't Know	19% [+1]
Disagree/Strongly Disagree	13%

Notable

- Female residents and the 35-54 age group were more likely to be unsure.
- Male respondents were more likely to disagree.

Yearly Comparison^[OBJ]



¹ The numbers do not add up to 100 due to rounding.

9. I believe Saskatchewan agriculture is making strides to keep food affordable.

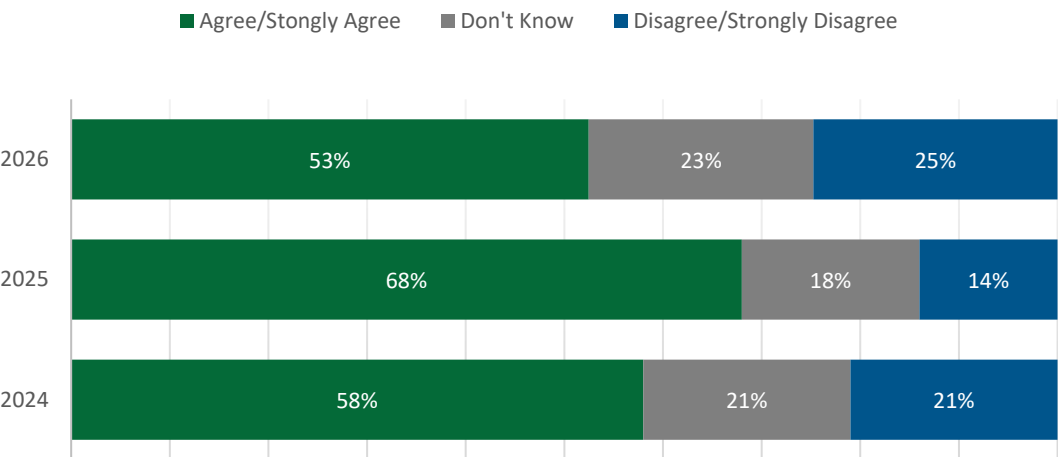
2026 Results¹

Agree/Strongly Agree	53% [-15]
Don't Know	23% [+5]
Disagree/Strongly Disagree	25% [+11]

Notable

- The 2025 public trust survey research from the Canadian Centre for Food Integrity shows that 47 per cent of Canadians are very concerned about the food cost, which is higher than their concern for the availability of health care, inflation, and changing political climate around the world.

Yearly Comparison



¹ The numbers do not add up to 100 due to rounding.

10. I believe Saskatchewan farmers and ranchers work to responsibly manage water on their land.

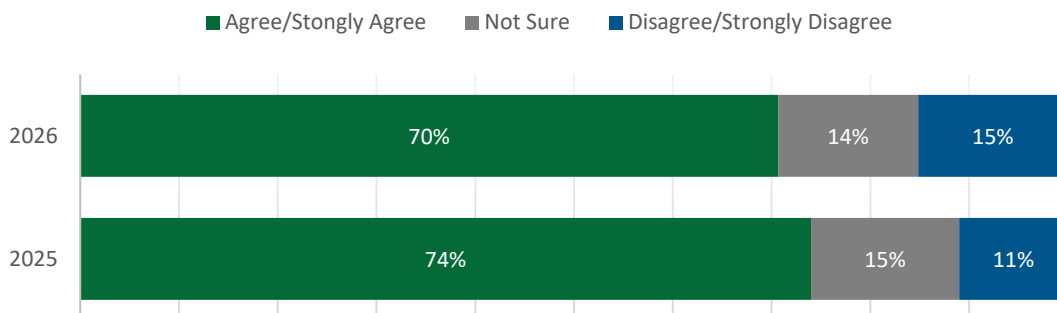
2026 Results¹

Agree/Strongly Agree	70% [-4]
Don't Know	14% [-1]
Disagree/Strongly Disagree	15% [+4]

Notable

- Respondents from the south were more likely to agree.
- Female respondents and residents of both Regina and Saskatoon were more likely to be unsure.
- Male respondents were more likely to disagree.

Yearly Comparison



¹ The numbers do not add up to 100 due to rounding.

11. I support the use of crop protection products (e.g., herbicides, fungicides, insecticides) in Saskatchewan agriculture production.

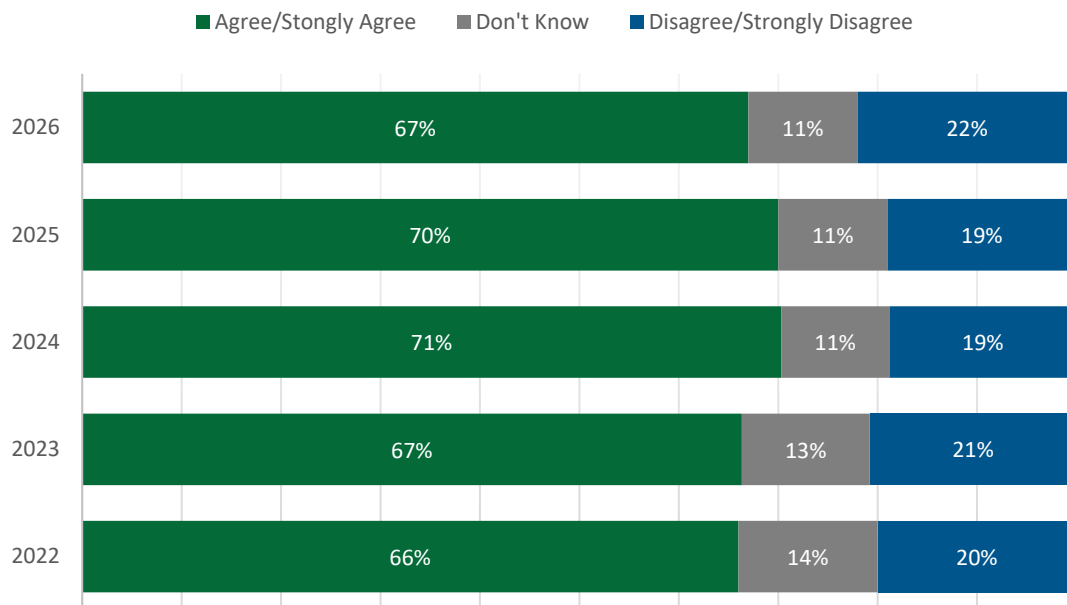
2026 Results

Agree/Strongly Agree	67% [-3]
Don't Know	11%
Disagree/Strongly Disagree	22% [+3]

Notable

- Male residents, the 18-34 age group and residents with \$60,000+ household income were more likely to agree.
- Female respondents, residents of the north region, individuals with Indigenous ancestry and individuals with less than \$30,000 household income were more likely to be unsure.

Yearly Comparison



APPENDIX A: 2026 Public Trust Survey Results at a Glance

Note: Number in brackets is the change in percentage from 2025 survey

Respondents were asked to indicate their level of agreement with the following statements:	Agree & Strongly Agree	Don't Know	Disagree & Strongly Disagree
1. I have a positive perception of Saskatchewan agriculture. *	89%	5% [-1]	7% [+1]
2. Saskatchewan farmers and ranchers are good stewards of the land, sustaining the environment for future generations.	83%	7% [+1]	10%
3. Government's agriculture regulations protect the interests of the public. *	57% [-3]	24% [-1]	18% [+4]
4. The agriculture industry is open and transparent about their practices.	58% [-3]	22% [+1]	20% [+2]
5. I know where to find credible information about agriculture and food	52%	22%	26%
6. I believe Saskatchewan has effective systems in place to address the risk of animal disease.	70%	21%	9%
7. Livestock in Saskatchewan are raised in a way that supports the health of the land and animals.	74% [-3]	17%	9% [+3]
8. Irrigation expansion brings benefits to the people of Saskatchewan. *	67% [-2]	19% [+1]	13%
9. I believe Saskatchewan agriculture is making strides to keep food affordable. *	53% [-15]	23% [+5]	25% [+11]
10. I believe Saskatchewan farmers and ranchers work to responsibly manage water on their land. *	70% [-4]	14% [-1]	15% [+4]
11. I support the use of crop protection products (e.g., herbicides, fungicides, insecticides) in Saskatchewan agriculture production.	67% [-3]	11%	22% [+3]

*Numbers do not add up to 100 due to rounding.

APPENDIX B: Comparison to Canadian Centre for Food Integrity Data

The Canadian Centre for Food Integrity (CCFI) is a non-profit organization with a mandate to help the Canadian food system earn trust through research, resources, dialogue, and training. The CCFI conducts an annual national survey on public perception of agriculture and modern food production. In the fall of 2025, they surveyed 2,900 people across the country.

For more information on CCFI's research, visit www.foodintegrity.ca.

2026 Saskatchewan Survey		2025 National (CCFI) Survey	
Saskatchewan residents have a positive perception of agriculture.	89%	58%	Have a positive impression of Canadian agriculture
Saskatchewan residents agree farmers and ranchers are good stewards of the land, sustaining the environment for future generations.	83%	62%	Canadian farmers are good stewards of the environment.
The agriculture industry is open and transparent about their practices.	58%	49%	Rank Canadian agriculture highly transparency rating.
Saskatchewan residents who don't support the use of crop protection products (e.g., herbicides, fungicides, insecticides).	22%	61%	Concerned about the use of pesticides in crop production.